

WWW.
TRANSIT-ADVERTISING
.COM

DINUBA TRANSIT ADVERTISING



MEDIA
KIT

Provided by

RETHOUGHT
REBORN *media* 
559.783.9545



Why advertise on a bus?

- Cost per thousand impressions (CPM) for transit advertising is lower than television, radio, newspapers, and billboards. Approximately **\$1.50 (or less!)** per thousand impressions.
- Buses are moving throughout residential and core business areas, on secondary arteries and busy streets, **all day, every day.**
- These moving billboards are available in a variety of sizes and formats.
- Bus ads deliver quick bursts of essential information throughout the marketplace and are seen by both pedestrians and vehicular traffic at the same time.
- A transit ad reaches consumers regardless of age, interests, income, or ethnicity.
- Transit ads reach consumers while they are out of the home, with money in hand.
- Transit ads are excellent in developing **top of mind awareness**, because people will see your name daily and very possibly multiple times. The next time they need a good or service you provide your business will come to mind.





DINUBA TRANSIT ADVERTISING



The Dinuba Area Regional Transit (DART) is the City of Dinuba's public transportation provider. DART provides public transit service Monday thru Friday and limited services on Saturdays. Route 1 and Route 2 are flex routes that are combined fixed route and dial-a-ride service. Both routes operate along a fixed route, but leave the route to pick up dial-a-ride passengers between route stops. DART also provides a third bus for Dial-A-Ride specific.

DART provides a regional transit service, the Dinuba Connection, between the City of Dinuba and City of Reedley. The Reedley bus stops include Save Mart, Reedley College, Adventist Medical Center, Palm Village Retirement Community, and the Department of Motor Vehicles.

	HOURS	MILES	PASSENGER TRIPS
FLEX / FIXED ROUTE	6,423	75,104	30,234
DIAL-A-RIDE	2,682	28,747	18,550
DINUBA REEDLEY CONNECTION	3,147	60,877	23,338
TOTAL	12,252	164,877	72,122

- The Fixed/Flex route service consists of 2 routes. Operating hours (excluding holidays) are approximately between 7:00 am to 6:00 pm Monday thru Thursday and 7:00 am thru 9 pm Friday and Saturday.
- The Dial-A-Ride service consists of 1 bus. Operating hours are Monday thru Thursday 7:00 am thru 6:00 pm. Friday service is from 7 am thru 9:00 pm and Saturday service is from 9 am thru 9 pm.
- The Dinuba Connection route service consists of 1 route. Fall season operating hours are Monday thru Friday 7 am thru 9 pm from mid-August thru mid-June. Summer season operating hours are Monday thru Friday 7 am thru 3 pm.
- For specific route information, please call the Dinuba Transit Center, 180 W. Merced Street, Dinuba, CA 93618 at (559) 591-3278.



DINUBA TRANSIT ADVERTISING AD PLACEMENT OPTIONS

KING (street side)



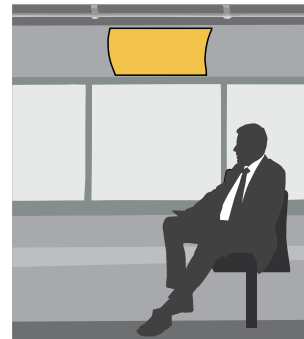
DIAL-A-RIDE, TAIL



QUEEN (curb side)



INTERIOR ADS*



AD SIZE:*
17" x 11"

TAIL



Have something else in mind?
We offer customized
advertising opportunities.

Just ask!

*Payment for the length of the contract for interior bus advertisements are due at the time of the installation.
** Additional lengths are available. Inquire for specific pricing.



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DINUBA TRANSIT ADVERTISING

SPACE RATES
 are monthly

PRODUCTION FEE
 is a one-time fee
 due prior to the time
 of installation. It
 includes production
 & installation

AD DESIGN
 service is
 provided, if
 needed

DISCOUNTS
 apply to recognized
 advertising agencies
 & non-profit
 organizations

					SPACE RATE*			
			DIMENSIONS	ONE-TIME PRODUCTION	RTE 1 Flex	RTE 2 Flex	Dinuba/Reedley	Dial-a-Ride
KING	Ford/El Dorado	PANEL	86 x 26	340.00	283.00	298.00	308.00	
		FULL SIDE	184 x 69	1,058.00	488.00	513.00	543.00	
	Ford/Glaval Type C	PANEL	100 x 31	332.34				75.00
		FULL SIDE	199 x 85	1,080.02				200.00
QUEEN	Ford/El Dorado	PANEL	83 x 26	184.26	238.00	253.00	263.00	
		FULL SIDE	185 x 73	810.00	438.00	463.00	413.00	
	Ford/Glaval Type C	PANEL	96 x 32	325.04				60.00
		FULL SIDE	192 x 88	975.78				180.00
TAIL	Ford/El Dorado	PANEL	70 x 26	255.40	N/A	N/A	308.00	
		FULL SIDE	91 x 80	577.35			513.00	
	Ford/Glaval Type C	PANEL	77 x 85	339.25				70.00
		FULL SIDE		577.35				200.00
FULL	El Dorado	FULL BUS	N/A	3,800.00	907.00	1,007.00	1,107.00	
	Glaval	FULL BUS	N/A	3,800.00	907.00	1,007.00	1,107.00	600.00

			ONE-TIME PRODUCTION	SPACE RATE*
				ALL ROUTES
INTERIOR AD	(ALL BUS TYPES)	N/A	16.50	15.00

* 1 MONTH RATE

